

Message Text

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ACTION EB-07

INFO OCT-01 NEA-10 ISO-00 AID-05 CIAE-00 FRB-01 INR-07

NSAE-00 USIA-15 TRSE-00 XMB-04 OPIC-06 SP-02 CIEP-02

LAB-04 SIL-01 OMB-01 FTC-01 /067 W

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R 081145Z SEP 75

FM AMEMBASSY TEHRAN

TO SECSTATE WASHDC 3364

INFO USDOC WASHDC

UNCLAS SECTION 1 OF 3 TEHRAN 8795

E.O.11652: N/A

TAGS: BEXP, IR

SUBJ: IRAN COUNTRY COMMERCIAL PROGRAM (CCP) FOR FY-76

REFS: (A) TEHRAN 616 (B) STATE 49909 (C) STATE 177168

1. SUBSEQUENT TO POST'S PREPARATION OF FY-76 CCP SEVERAL DEVELOPMENTS HAVE OCCURRED WHICH NECESSITATE REVISIONS IN REFERENCE A. THESE DEVELOPMENTS ARE: (A) GOI BUDGETARY CUTBACKS WHICH HAVE RESULTED IN POSTPONEMENT OF MANY GOVERNMENT PROJECTS; (B) GOI ANTI-INFLATIONARY ACTIONS WHICH HAVE REDUCED COMMERCIAL ACTIVITY; (C) INCREASED U.S. BUSINESS VISITOR/CODEL LOAD; (D) ADDED WORKLOAD FROM JOINT COMMISSION; AND (E) INCREASE IN PROJECTED TRADE MISSIONS, MOST OF WHICH ARE NOT RELEVANT TO CAMPAIGNS PROPOSED IN CCP. AS A RESULT OF ABOVE, BOTH OBJECTIVES AND ACTIONS ENVISIONED IN REFERENCE A MUST BE SOMEWHAT REDUCED; ACTIONS, IN PARTICULAR, WILL BE AFFECTED BY CONSTRAINTS ON COMMERCIAL STAFF'S ABILITY TO MAKE BROAD RANGE OF OUTSIDE CALLS AND TO ORGANIZE PROMOTIONAL ACTIVITIES.

2. REF A, PARAGRAPH 1-4, AS PREVIOUS.

3. REF A, PARAGRAPH 5, CAMPAIGN NO. 1, MAJOR CONSTRUCTION PROJECTS:
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A. CAMPAIGN MANAGER: LYNNE LAMBERT

B. CAMPAIGN STATEMENT: GOI PLANS SERIES OF MAJOR INFRASTRUCTURE CONSTRUCTION PROJECTS, VALUED AT OVER \$15 BILLION, OVER NEXT SIX YEARS. RELEVANT CATEGORIES IN-

CLUDE ROADS, PORTS, HOSPITALS, RAILROADS, COMMUNICATIONS. MANY PROJECTS AWARDED FY-75 WILL RECEIVE BUDGET AUTHORIZATION IN FY-76; IN SOME CASES U.S. FIRMS ARE PRIMARY CONTRACTORS; IN OTHERS, WHERE THIRD-COUNTRY FIRMS ARE PRIMARY CONTRACTORS, SIGNIFICANT OPPORTUNITIES IN EQUIPMENT SALES AND SUBCONTRACTS EXIST FOR AMERICAN BUSINESS. ANOTHER AREA OF OPPORTUNITY IS CONSTRUCTION MANAGEMENT; GOI AGENCIES WILL HIRE CONSULTANTS TO SUPERVISE IMPLEMENTATION OF MOST MAJOR PROJECTS. IF BUDGETARY SITUATION IMPROVES, ADDITIONAL ENGINEERING AND CONSTRUCTION AWARDS MAY BE LET DURING FY-76. SINCE ALL GOI PROCUREMENT IS TEHRAN BASED, PROMOTION OUTSIDE TEHRAN WILL BE MINIMAL.

C. PROJECT OBJECTIVES:

- (1) \$30 MILLION INCREMENTAL U.S. EXPORTS, MOSTLY IN EQUIPMENT AND CONSTRUCTION MANAGEMENT.
- (2) 20 NEW FIRMS INTRODUCED TO IRANIAN MARKET.
- (3) 12 ADDITIONAL U.S. FIRMS EXHIBITING PRODUCTS IN IRAN.
- (4) 15 NEW AGENCY OR JOINT VENTURE AGREEMENTS.
- (5) 10 TRADE OR TENDER OPPORTUNITIES.
- (6) 1 USIS-COORDINATED PROGRAM.
- (7) ADDITIONAL EXPOSURE OF RELEVANT GOI AND BUSINESS OFFICIALS TO US CAPABILITY AND KNOW-HOW.

ACTIONS

D. BY SEPTEMBER 30.

- (1) COORDINATE WITH US DELEGATION TO USIRJC IN DEVELOPING AGENDA ITEMS AND AREAS FOR FOLLOW-UP.
 - (2) DEVELOP COMPLETE INFORMATION ON OPPORTUNITIES BY INTERVIEWING SELECTED GOI OFFICIALS AND BUSINESSMEN ON CONTINUING BASIS.
 - (3) COORDINATE POSSIBLE USIS PARTICIPATION (E.G., VIDEOTAPE PRESENTATION, SEMINAR, PRESS RELEASE).
 - (4) RECRUIT FIRMS FOR RELEVANT TRADE SHOWS, INCLUDING MEDEX '75 AND MEDEX '76 AT TC AND TEHRAN INTERNATIONAL TRADE FAIR; MOUNT 1975 TEHRAN INTERNATIONAL TRADE FAIR.
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NATIONAL TRADE FAIR.

- (5) DEVELOP AND REPORT TWO TRADE OR TENDER OPPORTUNITIES.

E. BY DECEMBER 31.

- (6) CALL ON U.S. AND THIRD-COUNTRY FIRMS WHICH HAVE RECEIVED MAJOR AWARDS TO OFFER ASSISTANCE AND TO OBTAIN INFO ON EQUIPMENT AND OTHER REQUIREMENTS.
- (7) PREPARE INFORMATION KIT FOR BUSINESSMEN.
- (8) DEVELOP LIST OF POSSIBLE JOINT VENTURE/AGENT PARTNERS FOR U.S. COMPANIES.
- (9) DEVELOP AND REPORT TWO TRADE OR TENDER OPPORTUNITIES.
- (10) MOUNT OCTOBER 1975 TC SHOW ON MEDICAL EQUIPMENT.
- (11) INVOLVE IRAN-AMERICAN CHAMBER OF COMMERCE IN

CAMPAIGN.

F. BY MARCH 31.

(12) MOUNT USIS-COORDINATED EVENT.

(13) DEVELOP AND REPORT TWO TRADE OR TENDER OPPORTUNITIES.

(14) MOUNT TC SHOW ON HOUSING SYSTEMS; HOUSING IS PARALLEL THEME WHERE SOME OVERLAP OCCURS.

G. BY JUNE 30.

(15) MOUNT JUNE TC SHOW ON MEDICAL EQUIPMENT.

(16) DEVELOP AND REPORT TWO TRADE OR TENDER OPPORTUNITIES.

(17) RECRUIT FIRMS FOR 1976 TEHRAN INTERNATIONAL TRADE FAIR.

H. BY SEPTEMBER 31.

(18) MOUNT INTERNATIONAL TRADE FAIR.

(19) DEVELOP AND REPORT TWO TRADE OR TENDER OPPORTUNITIES.

(20) PUBLICIZE IRAN MED, TO BE HELD AT INTERNATIONAL FAIRGROUNDS NOVEMBER 1976.

4. REF A, PARA 6, CAMPAIGN NO. 2: EDUCATIONAL SYSTEMS AND TRAINING AIDS.

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NSAE-00 USIA-15 TRSE-00 XMB-04 OPIC-06 SP-02 CIEP-02

LAB-04 SIL-01 OMB-01 FTC-01 /067 W

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R 081145Z SEP 75

FM AMEMBASSY TEHRAN

TO SECSTATE WASHDC 3365

INFO USDOC WASHDC

UNCLAS SECTION 2 OF 3 TEHRAN 8795

A. CAMPAIGN MANAGER - LANGE SCHERMERHORN

B. CAMPAIGN STATEMENT: THIS PRODUCT CATEGORY IS SCHEDULED FOR CONTINUING INTENSIVE DIRECT PROMOTION IN FY 77, FOLLOWING THE NOVEMBER 1974 EDUCATIONAL AND TRAINING AIDS EXHIBITION AT THE TRADE CENTER. THE CATEGORY IS BEING EXPANDED TO INCLUDE EDUCATIONAL SYSTEMS, SOFTWARE AND MORE SOPHISTICATED HARDWARE, AND FACILITIES DESIGN (COMPLEMENTING MAJOR CONSTRUCTION PROJECTS) TO TAKE ADVANTAGE OF THE GOI'S INTEREST IN MEETING THE RAPIDLY INCREASING DEMAND FOR SKILLED AND SEMI-SKILLED

LABOR.

C. PROJECT OBJECTIVES:

- (1) COORDINATE WITH US DELEGATION TO USIRJC IN DEVELOPING AGENDA AND FOLLOWING UP ON DECISIONS TAKEN IN COMMITTEE ON MANPOWER AND TECHNICAL ASSISTANCE AND SCIENCE, TECHNOLOGY AND EDUCATION.
- (2) DEVELOP DIALOGUE WITH PLAN AND BUDGET ORGANIZATION AND LIAISON WITH IRANIAN DELEGATIONS TO JOINT COMMITTEES OF THE USIRJC REGARDING THE GOI'S OVERALL MANPOWER AND TRAINING AIMS.
- (3) DEVELOP 6 TRADE OPPORTUNITIES IN THE GOVERNMENT SECTOR.
- (4) DEVELOP 10 TRADE OPPORTUNITIES IN THE PRIVATE SECTOR.
- (5) PUBLICIZE NEW PRODUCTS THROUGH USIS AND/OR UNCLASSIFIED

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NEWSLETTER.

- (6) STAGE EDUCATIONAL SYSTEMS TRADE SHOW, NOVEMBER 1975.
- (7) STAGE TRADE MISSION SPRING 1976.
- (8) OBTAIN WORKING LIST OF US COMPANIES QUALIFIED TO ADMINISTER IN-COUNTRY VOCATIONAL TRAINING.

ACTIONS

D. BY SEPTEMBER 30

- (1) COMPLETE LIST OF US FIRMS QUALIFIED TO ADMINISTER IN-COUNTRY VOCATIONAL TRAINING (APART FROM US GOVERNMENT MISSIONS).
- (2) COMPLETE FOLLOW-UP FROM FIRST ROUND OF JOINT COMMISSION COMMITTEE MEETINGS (HELD LATTER HALF FY-75 AND FIRST QUARTER FY-76).

E. BY DECEMBER 31

- (3) DEVELOP AND REPORT 4 TRADE OPPORTUNITIES IN THE PRIVATE SECTOR.
- (4) MOUNT NOVEMBER 1975 TRADE CENTER SHOW ON EDUCATION SYSTEMS.
- (5) WORK WITH USIRJC COMMITTEES ON CONTINUING AGENDA ITEMS.

- (6) OBTAIN PARTICIPATION ON EDUCATIONAL FACILITIES FOR HOUSING AND BUILDING TRADE SHOW, WINTER 1976.

F. BY MARCH 30

- (7) FOLLOW-UP ON TRADE SHOW.
- (8) DEVELOP AND REPORT 6 OPPORTUNITIES IN THE GOVERNMENT SECTOR.
- (9) PUBLICIZE 5 PRODUCTS OR COMPANY SYSTEMS.
- (10) MAKE CALLS ON 5 GOVERNMENT OFFICES.
- (11) USIS-COORDINATED EVENT (PHOTOGRAPHIC FACILITIES EXHIBIT, BOOK PROMOTION, ECT.).

G. BY JUNE 30

- (12) MOUNT US TRADE MISSION AND/OR SALES SEMINAR IN

CONJUNCTION WITH TRADE CENTER/USIS.

(13) DEVELOP AND REPORT 6 TRADE OPPORTUNITIES IN THE PRIVATE SECTOR.

(14) OFFICIAL EMBASSY RECEPTION.

(15) OBTAIN PARTICIPATION FOR TEHRAN INTERNATIONAL TRADE FAIR, SEPTEMBER 1976/ OR SPECIALIZED FAIR.

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5. REF A. PARAGRAPH 7, CAMPAIGN NO. 3, AGRIBUSINESS, INCLUDING FOOD PROCESSING AND PACKAGING

A. CAMPAIGN MANAGER: DAVID E. WESTLEY

B. CAMPAIGN STATEMENT: THE DEVELOPMENT OF THE AGRICULTURAL SECTOR OF THE ECONOMY HAS LAGGED BEHIND OTHER AREAS AND REMAINS A MAJOR PRIORITY IN IRAN'S 5 YEAR PLAN DESPITE CUTBACKS IN THE PLAN.

C. PROJECT OBJECTIVES

(1) 30-40 FIRMS INTRODUCED TO IRANIAN MARKET.

(2) 15 NEW AGENCY AGREEMENTS CONCLUDED.

(3) 30 NTM FIRMS EXHIBITING IN IRAN.

(4) 10 NEW TRADE OPPORTUNITIES.

(5) 3 JOINT VENTURE OPPORTUNITIES.

(6) \$5 MILLION IN INCREMENTAL SALES.

ACTIONS

D. BY SEPTEMBER 30

(1) FOLLOW UP ON CONTRACTS FROM JUNE 1975 FOOD PROCESSING AND PACKAGING TRADE CENTER SHOW.

(2) ARRANGE FOR MARKET RESEARCH IN AGRIBUSINESS AREA COMPLEMENTARY TO EXISTING RESEARCH.

(3) DEVELOP INFORMATION ON MAJOR PROJECTS IN AGRIBUSINESS AREA THROUGH VISIT TO GOVERNMENT OFFICES.

(4) FOLLOW UP ON AGRICULTURAL COMMITTEE MEETING OF US-IRAN JOINT COMMISSION.

E. BY DECEMBER 31

(5) MOUNT MAJOR US PARTICIPATION IN SPECIALIZED AGRICULTURAL FAIR.

(6) ORGANIZE ONE BETWEEN SHOW PROMOTION.

(7) DEVELOP AND REPORT ON 3 TRADE OPPORTUNITIES AND ONE INVESTMENT OPPORTUNITY.

F. BY MARCH 31

(8) FACILITATE RECRUITMENT OF US CONSULTANTS TO

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R 081145Z SEP 75

FM AMEMBASSY TEHRAN

TO SECSTATE WASHDC 3366

INFO USDOC WASHDC

UNCLAS SECTION 3 OF 3 TEHRAN 8795

WORK WITH APPROPRIATE GOVERNMENT OF IRAN MINISTRIES
ON KEY AGRICULTURAL PROJECTS.

(9) PROMOTE VISIT TO US OF KEY IRANIAN GOVERNMENT
OFFICIALS/BUSINESSMEN TO ATTEND THE JANUARY 1976
NATIONAL EXPOSITION FOR FOOD PROCESSORS IN SAN FRANCISCO
AND/OR CALIFORNIA AGRICULTURAL EQUIPMENT SHOW IN FEBRUARY.

(19) HOLD EMBASSY RECEPTION FOR VISITORS TO US
TRADE SHOWS NOTED ABOVE.

(11) DEVELOP AND REPORT ON 3 TRADE OPPORTUNITIES
AND ONE INVESTMENT OPPORTUNITY.

G. BY JUNE 30

(12) ORGANIZE 2 BETWEEN SHOW PROMOTIONS.
(13) FEATURE AGRIBUSINESS THEME IN ISSUE OF EMBASSY
COMMERCIAL NEWSLETTER.
(14) REVIEW AND UPDATE AVAILABLE INFORMATION ON
AGRIBUSINESS.
(15) DEVELOP AND REPORT ON 3 TRADE OPPORTUNITIES
AND ONE INVESTMENT OPPORTUNITY.

6. REF A, PARAGRAPH 8, CAMPAIGN NO. 4: UNCHANGED.
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7. REF A, PARAGRAPH 9, CAMPAIGN NO. 5: UNCHANGED.

8. SUMMARY OF AVAILABLE PERSONNEL RESOURCES: (PER REF
B ONLY E/C SECTION PERSONNEL AND TC PERSONNEL ARE INCLUDED;
SINCE FY-76 IS 15 MONTHS; CALCULATIONS ARE BASED ON 250
DAYS PER YEAR PER EMPLOYEE)

PERSONNEL CATEGORY	NO. EMPLOYEES	MAN DAYS
FSO - EMBASSY	7 '	1750
- TRADE CENTER	3 "	750
FSL (PROFESSIONAL) - EMBASSY	6 '"	1450
- TRADE CENTER	3	750

CLERICAL	- FSS	4	1000
	- FSL	2	500
	- FSL-TC	2	500
TOTAL			6700

' DOES NOT INCLUDE POSITION REQUESTED, BUT NOT YET APPROVED.

" INCLUDES MRO

"" INCLUDES 200 DAYS FOR FSL POSITION APPROVED BUT NOT YET FILLED.

9. SUMMARY OF RESOURCE ALLOCATION

A. MAN DAYS FSO FSL PROF. CLERICAL

1. PRODUCT CAMPAIGNS '

1.1 CONSTRUCTION	60	50	40
1.2 EDUCATION	60	50	40
1.3 AGRIBUSINESS	80	50	50
1.4 NUCLEAR ENERGY	50	5	10
1.5 ENERGY SYSTEMS	20	5	10

' TC CONTRIBUTION COVERED UNDER TRADE EXHIBITIONS.

MAN DAYS FSO FSL PROF. CLERICAL
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2. JOINT COMMISSION	108	10	75
3. GENERAL TRADE PROMOTION		100	60 20
4. MARKET RESEARCH	250	5	10
5. BUSINESS VISITORS	620	250	200
6. CERP REPORTING	120	150	80
7. WTDRS	15	200	180
8. ADS	10	180	70
9. TO'S AND TENDERS	20	50	20
10. TEHRAN INTERNAT'L TRADE FAIR	80	10	70
11. OTHER IRANIAN EXHIBITIONS	20	20	30
12. TRADE CENTER OPERATIONS	350	750	500
13. ROUTINE CORRESPONDENCE	35	170	100
14. TRADE MISSIONS	95	40	90
15. CCP	7	0	2
16. PETROLEUM/PETROCHEMICAL		180	20 150
17. NON USIRJC OFFICIAL VISITORS	50	20	40
18. ECONOMIC/SCIENCE REPORTING	150	90	80
19. COMMERCIAL LIBRARY	5	10	123
20. MISCELLANEOUS	15	5	10
TOTALS	2500	2200	2000

10. SUMMARY OF DIRECT COSTS'

PRODUCT CAMPAIGNS	TRAVEL	REPRE-	PRINTING	TOTAL
	SENTATION AND			
	MAILING			

1.1 CONSTRUCTION	\$ 150	\$ 200	\$ --	\$ 350
1.2 EDUCATION	300	200	400	900
1.3 AGRIBUSINESS	700	500	400	1600
1.4 NUCLEAR ENERGY	300	200	--	500
1.5 ENERGY SYSTEMS	--	100	--	100

TOTALS	\$ 1450	\$ 1200	\$ 800	\$ 3450
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' EMBASSY ONLY; EXCLUDES TRADE CENTER

TOTAL COSTS MENOTIZED:

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TRAVEL	\$14,436"	PLUS \$1,450 EQ	\$ 15,886
REPRESENTATION	\$ 3,750"	PLUS \$1,200 EQ	\$ 4,950
PRINTING AND MAILING	\$ 2,643"	PLUS \$ 800 EQ	\$ 3,443
OTHER (SUPPLIES, SUBSCRIPTION, PHONE, ETC.)	\$21,833	--	\$ 21,833

TOTAL	\$ 46,112
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" BASED ON 40 PERCENT POST PROGRAM BUDGET
FOR FY-75 PLUS 25 PERCENT FOR FIFTH QUARTER
IN FY-76 PLUS 25 PERCENT INFLATION FACTOR.
MIKLOS

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<< END OF DOCUMENT >>

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Margaret P. Grafeld
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06 JUL 2006

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